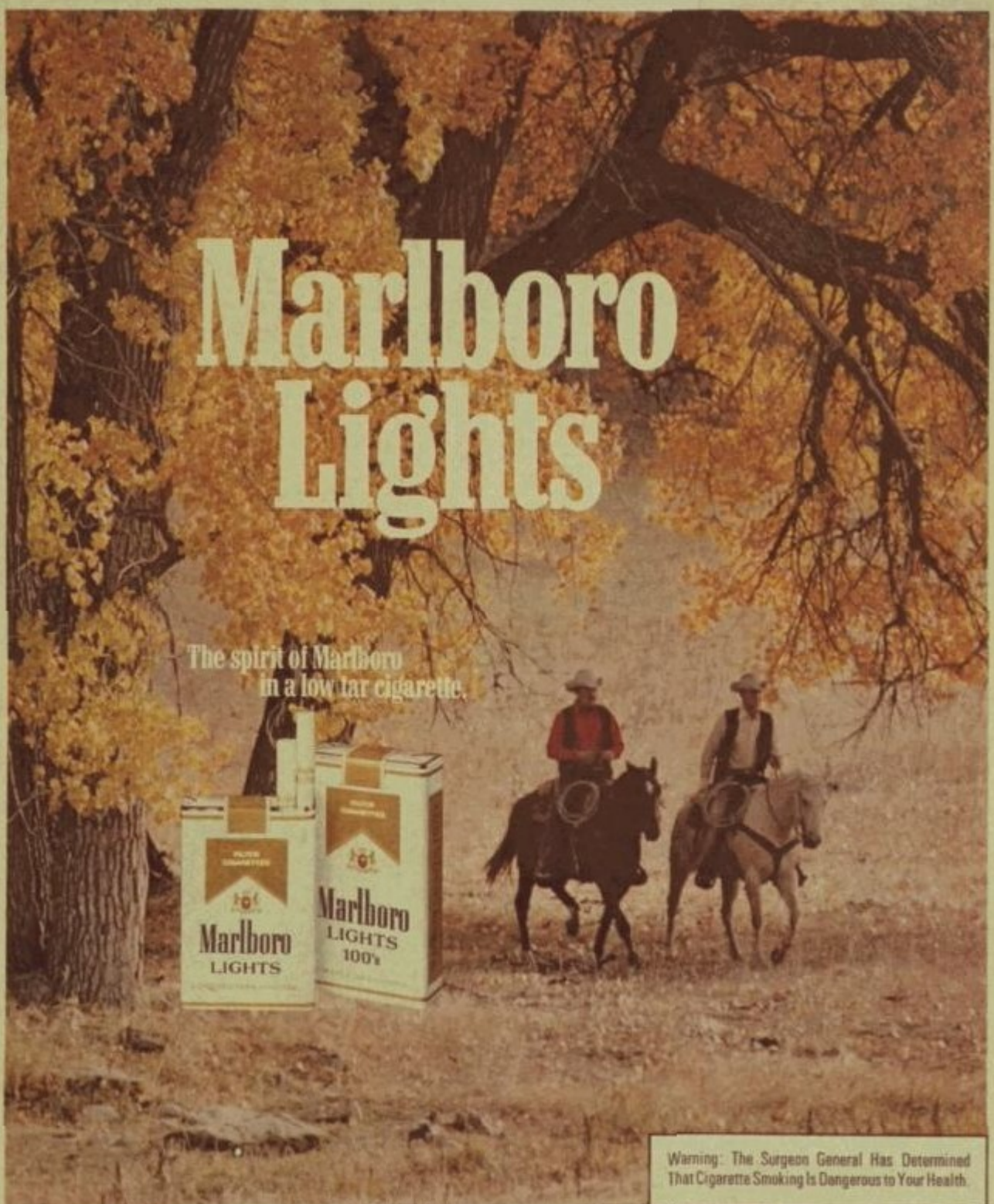
LEO BURNETT U.S.A.
Ad No. 6471—OAK RIDERS—LIGHTS—CR—Req. No. 63373—4/c Page—9½ x 12 inches—Supplements, 1979 (A)
Printed in U.S.A.



Kings: 1.2 mg. "tar," 0.8 mg nicotine av. per cigarette, FTC Report May '78. 100's: 12 mg. "tar," 0.8 mg nicotine av. per cigarette by FTC Method.

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